

Amendment to the Claims:

1-24. (Canceled)

25. (Currently amended) A method of marketing paint to a prospective purchaser, said method comprising the steps of:

providing a paint color card comprising a substrate having a first surface-side coated in its entirety with a layer of a first colored coating composition formulated to have a dried color that is substantially similar to dried color of a commercially-available paint composition, said paint color card including a single chip section which is having formed therein-by a plurality of perforations arranged in at least one tear line, said at least one tear line at least partially defining a-and wherein said chip section with has a first surface-side corresponding to the first surface-side of the paint color card, wherein when the at least one tear line is severed, the chip section is movable to form a window in the paint color card;

providing a display rack adapted for removably holding the paint color card, said display rack having a wall; and

placing the paint color card in the display rack such that the layer of the first colored coating composition is directed outwardly and the first surface-side of the chip section is covered by the wall, thereby preventing the chip section from being grabbed by the prospective purchaser when the prospective purchaser removes the paint color card from the display rack.

26. (Currently amended) The method of claim 25, wherein the paint color card has a second surface-side coated with a layer of the first colored coating composition.

27. (Currently amended) The method of claim 25, wherein the paint color card has a second surface-side coated with a layer of a second colored coating composition formulated to have a dried color that is substantially similar to dried color of a second commercially-available paint composition, said second colored coating composition having a different color than the first colored coating composition.

28. (Previously presented) The method of claim 25, wherein the at least one tear line comprises a plurality of tear lines that define the chip section, and wherein when the tear lines are severed, the chip section may be detached from the paint color card.

29. (Previously presented) The method of claim 25, further comprising the steps of:
providing a color strip having a plurality of color swatches formed thereon, said color swatches being comprised of different colored coating compositions formulated to have dried colors that are substantially similar to the dried colors of commercially-available paint compositions, each of said color swatches having a size greater in every direction than the chip section of the paint color card; and

placing the color strip in the display rack such that the color swatches are directed outwardly.

30. (Previously presented) The method of claim 25, wherein the at least one tear line is perforated and wherein said tear line begins at a start point and ends at an end point, and wherein the area between the start point and the end point is a fold line which is not perforated, and wherein when the at least one tear line is severed, the chip section may be folded over along the fold line to form the window.

31. (Canceled)